

➤ Impact Measurement
and Accountability

➤ Strategies for Attracting Qualified
Staff (Paid and Unpaid)

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Impact Measurement and Accountability

Non-profits need to demonstrate their effectiveness and accountability to donors, stakeholders, and the public by measuring and communicating their impact.

Effective measurement of impact begins with clearly defined metrics that align with an organization's mission and goals. These organization-specific metrics are also referred to as Key Performance Indicators (KPIs). Simply put, an organization needs to define what "success" looks like, develop a mission-driven plan to achieve success, collect data to measure results, and then finally they need to communicate those results.

To begin, you should focus on measuring how your organization's activities are leading to meaningful change. This can be achieved by developing a logic model that includes inputs, activities, outputs, outcomes, and impact.

Inputs: What resources does the program require to be successful? How much staff is required? How much funding?

Activities: What high-level steps are required to run the program? This can be very general: identifying impacted communities, enrollment of program participants, etc.

Outputs: What results can you measure immediately? If your organization focuses on helping people find affordable housing how many apartments were leased in a month? If part of your mission is to provide meal solutions to food insecure communities how many meals did you provide in a month?

Outcomes: What measurable change are you striving to achieve in the short-term? What would indicate that you are progressing toward your goal? For example: help people with disabilities receive the assistance they need to live safely off the streets.

Impact: What measurable change are you striving to achieve in the long-term? This could be as simple as the overall mission.

By clearly defining the metrics that align with your organization's goals you can define what success looks like and exhibit the impact of your organization's efforts.



Strategies for Attracting Qualified Staff (Paid and Unpaid)

Great talent is difficult to find and retain within any industry. Nonprofits are no exception; however, some organizations have implemented effective strategies to do just that!

Mission statement refinement and clarification.

By refining your mission and clarifying your strategy you reinforce the organization's commitment to that mission and provide a compelling vision that can resonate with an individual's values and ambitions. Some organizations go as far as holding annual "vision" workshops to promote inclusion and alignment.

Enhanced online presence.

Many nonprofits are stepping up their website game and social media efforts to promote more engagement, reach a broader audience, and better connect with potential candidates and volunteers. You don't necessarily need to build a new website – simply update your pages regularly and consider a weekly or monthly blog post with news about your organization's current events and don't forget to include images whenever possible. Posts can then be used to drive engagement through your social media channels. Use this strategy to showcase your organization's culture, achievements, and volunteer opportunities.

Flexible volunteer programs.

Organizations that offer remote and/or short-term options to their volunteers can accommodate people who want to help but have limited schedules and preferences. By offering flexibility you make it easier for them to volunteer.

Some organizations are even offering online volunteer opportunities. Through online volunteering, individuals can provide their skills and knowledge directly from their desktops or mobile devices. Examples include data-entry, graphic design, fundraising, and even social media management.

Partnerships with businesses, educational institutions, and other community organizations.

Partnering with local businesses, schools and other groups provide nonprofits with the opportunity to expand their reach, access a larger talent pool, and potentially get more done than they would otherwise. In some cases, businesses will advertise volunteer opportunities to their own staff and assemble groups to work together on volunteer projects. Likewise with schools and other community groups. Larger groups can get more done in a shorter amount of time and often-times these activities can double as team bonding exercises benefiting both the business and the nonprofit.



Davis & Hodgdon has been assisting nonprofit organizations for more than 30 years. We approach your audit and accounting work always focused on your mission statement and strategic plan. Include us on your next RFP and find out how we can help you pave a straighter path toward achieving that mission. Contact us or visit www.dh-cpa.com to schedule a strategy session today!